

Module Title	Professional Communication and English for Tourism				
Module Code	ENG-112				
Module Type	Elective				
Level	Certificate				
Year/Semester	Year 1/Semester 1				
Instructor's Name					
ECTS	5	Lectures/week	3 academic hours	Laboratories/week	N/A
Module Overview	<p>Aim & Objectives: The purpose of the English Language for Tourism module is to equip participants with the linguistic skills necessary to excel in the dynamic and multilingual landscape of the tourism industry. The module aims to empower students with the ability to communicate effectively in English, enabling them to engage with tourists, colleagues, and stakeholders in various tourism contexts. By fostering language proficiency tailored to the specific demands of the industry, this module seeks to enhance participants' confidence and competence in delivering exceptional customer service, promoting cultural understanding, and contributing to the overall success of the tourism sector.</p> <p>The major objectives are as follow:</p> <ul style="list-style-type: none"> ▪ Acquire a comprehensive understanding of tourism-related terminology and vocabulary used in hospitality, travel, and leisure sectors. ▪ Develop proficient oral and written communication skills to interact confidently and appropriately with tourists, colleagues, and other stakeholders from diverse cultural backgrounds. ▪ Demonstrate the ability to provide excellent customer service by effectively addressing inquiries, providing information, and resolving concerns in a courteous and professional manner. ▪ Foster cultural awareness and sensitivity to adapt communication styles and practices to meet the expectations and preferences of tourists from various cultural backgrounds. ▪ Hone the ability to produce professional written materials, including emails, brochures, and promotional content, adhering to industry standards and conventions. ▪ Build problem-solving and conflict resolution skills to effectively navigate communication challenges and conflicts that may arise in tourism-related situations. ▪ Foster a commitment to continuous language development, staying informed about industry trends, and adapting communication skills to evolving challenges and opportunities in the tourism sector. 				

<p>Learning Outcomes</p>	<p>Upon successful completion of the module, students should be able to:</p> <ul style="list-style-type: none"> ▪ Demonstrate proficient oral and written communication skills in English, specifically tailored for tourism-related contexts. ▪ Acquire a specialized vocabulary related to tourism, encompassing terminology used in hospitality, travel, and leisure industries. ▪ Utilize industry-specific language appropriately and confidently to enhance communication with diverse audiences. ▪ Develop customer service language proficiency to handle inquiries, provide information, and address concerns in a courteous and professional manner. ▪ Apply effective communication strategies to ensure positive interactions with tourists, promoting customer satisfaction and loyalty. ▪ Cultivate an awareness of cultural nuances and differences, enabling communication with tourists from diverse backgrounds. ▪ Develop the ability to produce professional written materials such as emails, brochures, and promotional content for the tourism industry. ▪ Exhibit proficiency in drafting grammatically correct and well-structured written documents that align with industry standards. ▪ Apply language skills to effectively navigate and resolve communication challenges and conflicts that may arise in tourism-related situations. ▪ Foster a commitment to ongoing language development, staying abreast of industry trends and updates in order to adapt communication skills to evolving tourism landscapes. ▪ Embrace a growth mindset and demonstrate the ability to apply new language skills to emerging challenges and opportunities in the tourism sector. 	
<p>Prerequisites</p>	<p>N/A</p>	
<p>Module Content</p>	<p>Session 1</p> <p>Session 2</p> <p>Session 3</p> <p>Session 4</p> <p>Session 5</p> <p>Session 6</p> <p>Session 7</p> <p>Session 8</p> <p>Session 9</p>	<p>– Introduction to Communication</p> <p>– About your guest; On the phone. Terminology Booklet</p> <p>– Cruise Ships; Train Travel Terminology Booklet</p> <p>– Where to get Money; At the currency exchange office. Terminology Booklet</p> <p>– Avoiding illness abroad; Cultural differences. Terminology Booklet</p> <p>– Travel Packages; Giving directions. Terminology Booklet</p> <p>– Airport Security; Airplane procedures; Terminology Booklet</p> <p>– Locating help; Talking about symptoms. Terminology Booklet</p> <p>– Communicating by email; Taking a message; Taking reservations. Terminology Booklet</p>

	Session 10	– Problems with reservations; Difficult customers. Terminology Booklet
	Session 11	– Methods of Transportations; On a tour. Terminology Booklet
	Session 12	– Discussing rules and policies on a tour; Release forms. Terminology Booklet
	Session 13	– Preparing your Curriculum Vitae; Getting a job – Terminology Booklet
Teaching Methodology	Lectures	Class notes, handouts, cases studies/examples, discussion/written questions.
	Multimedia	PowerPoint, audio and visual
	Class Assignments	Quizzes, group exercises, sample problems and solutions are provided for each chapter.
Bibliography	Required	<ul style="list-style-type: none"> ▪ V. Evans, Dooley, V. Garza. (2006) Tourism. Express Publishing.
Language of Instruction	English	
Assessment	<p>The assessment of students is made up of two components:</p> <ul style="list-style-type: none"> ▪ continuous assessment (40 marks) ▪ final written exam (60 marks) <p>The 40 marks of the continuous assessment are allocated as follows:</p> <ul style="list-style-type: none"> ▪ the midterm exam (20 marks) ▪ attendance (5 marks) ▪ assignments, quizzes, tests (15 marks) <p>The final written exam carries 60 marks and takes place at the end of each academic semester. This exam tests the whole content of a module taught in the current semester. The final mark for each module is the sum of the continuous assessment mark and the final written exam.</p> <p style="text-align: center;">Continuous Assessment + Final Exam = 100 marks 40 marks + 60 marks = 100 marks</p> <p style="text-align: center;">THE PASSING MARK FOR EACH MODULE IS 50/100</p>	

Mark's Description	MARK RANGE	GENERAL CHARACTERISTICS
Excellent	96 - 100	Exceptional breadth and depth of knowledge and understanding of the area of study; evidence of extensive and appropriate selection and critical evaluation/synthesis/analysis and of reading/research beyond the prescribed range, in both breadth and depth, to advance work/direct arguments; exceptional demonstration of relevant skills; excellent communication; performance deemed to be beyond expectation.
	91 - 95	Outstanding/excellent knowledge and understanding of the area of study as the student is typically able to go beyond what has been taught; evidence of extensive and appropriate selection and critical evaluation/synthesis/ analysis of reading/research within the prescribed range, to advance work/direct arguments; excellent demonstration of relevant skills; excellent communication; performance deemed according to expectation of the level.
Very good	88 - 90	Very good knowledge and understanding of the area of study as the student is typically able to relate facts/concepts together with some ability to apply to known/taught contexts; evidence of appropriate selection and evaluation of reading/research, some beyond the prescribed range, may rely on set sources to advance work/direct arguments; demonstrates autonomy in approach to learning; very good demonstration of relevant skills; strong communication skills.
	84 - 87	
	81 - 83	
Good	76 - 80	Good knowledge and understanding of the area of study balanced towards the descriptive rather than analytical; evidence of appropriate selection and evaluation of reading/research but generally reliant on set sources to advance work/direct arguments; good demonstration of relevant skills, though may be limited in range; communication shows clarity but structure may not always be coherent.
	71 - 75	
	66 - 70	
Satisfactory	61 - 65	Knowledge and understanding is satisfactory to deal with terminology, basic facts and concepts but fails to make meaningful synthesis; some ability to select and evaluate reading/research however work may be more generally descriptive; strong reliance on available support set sources to advance work; arguments may be weak or poorly constructed; adequate demonstration of relevant skills over a limited range; communication/presentation is generally competent but with some weaknesses.
	56 - 60	
	50 - 55	
Fail	21 - 49	Unsatisfactory in knowledge and understanding of the area of study; some ability to select and evaluate reading/research however work is more generally descriptive; fails to address some aspects of the brief; a limited use of sources to advance work; arguments may be weak/poor or weakly/poorly constructed; demonstration of relevant skills over a reduced range; communication shows limited clarity, poor presentation, structure may not be coherent.
	0 - 20	Highly unsatisfactory or no evidence of knowledge or understanding of the subject or taught concepts; facts reproduced in a disjointed or decontextualised manner; fails to address the outcomes addressed by the brief; typically ignores important sources in development of work and data/evidence inappropriately used; weak technical and practical competence hampers ability to demonstrate/communicate achievement of outcomes.